

MUSIC VIDEO TREATMENTS_

- **New music treatments:** choose a track from your latest “Release Radar” playlist on Spotify / make sure it doesn’t have an official video yet
- **Legacy treatments:** choose any track that, regardless of its release date, does not have an official music video

GUIDELINES_

- Limit your treatment to 15 slides max
- Submit in pdf format only (horizontal / vertical)
- Make sure to clearly define the concept and visual aesthetics of the video
- Do a quality check: avoid grainy, low-res, watermarked imagery, spelling errors, etc
- Your concept should fit a budget that’s feasible for your chosen artist (e.g. no helicopter explosions in an indie artist’s video)
- **No collaborators allowed: concept, writing, and design should be done by you only**
- Include your contact details (email / social media) on the last slide of your treatment
- Put “new music treatment” or “legacy treatment” in the email subject line when submitting your work

COMMERCIAL TREATMENTS_

- **Social issue campaigns:** tv commercial format only
- **Brand campaigns:** tv commercial format only

GUIDELINES_

- Limit your treatment to 15 slides max
- Submit in pdf format only (horizontal / vertical)
- Make sure to clearly define the concept and visual aesthetics of your commercial
- Do a quality check: avoid grainy, low-res, watermarked imagery, spelling errors, etc
- Include location details and a ballpark budget for your campaign
- **No collaborators allowed: concept, writing, and design should be done by you only**
- Include your contact details (email / social media) on the last slide of your treatment
- Put “social issue campaign” or “brand campaign” in the email subject line when submitting your work

IF SOMEONE WANTS TO BUY YOUR CONCEPT_

- By submitting your project, you agree for your work to be published on the self_treated website and social media
- We publish the first 2-3 slides of your treatment only to give the viewers a brief idea of your project without fully disclosing your concept
- In case someone wants to see your project in its entirety, you will be contacted directly by the interested party: **self_treated does not act as a medium between you and the potential buyers, and does not profit from the sale of your work**